FSC-447-A	10/27/94	TO: RM / ROM	
SUBJECT: SALEM Preferred Micro Introduction-Long Island, New York			PARTIAL DISTRIBUTION
DISTRIBUTION:			11 x 21 ___ 51 ___ 62 ___
X AVP	X CAM	___ ELM	12 x 22 ___ 53 ___ 63 ___
X RM	___ Reg.Mil.Mgr.	___ MIL	13 x 23 ___ 54 ___ 65 ___
X RBM	___ DM	___ REP	15 x 24 ___ 56 ___ 67 ___
X ROM			16 x 25 ___ 57 ___ 68 x
			17 ___ 29 ___ 58 ___ 69 ___

-- CONFIDENTIAL INFORMATION --

As information, SALEM Preferred will be introduced on November 21, 1994 in the Long Island, New York market (Division 1523 - Suffolk and Division 1527 - Nassau). Due to a limited number of direct accounts within your region(s) who supply product to retail accounts in the Long Island area, introductory product allocations have been established. (See attachment for specific accounts and number of cases allocated.)

After reviewing the introductory information and allocations, please coordinate your selling-in of this introduction to direct accounts with the Hartford Region Office. It is important that the spillage of this product is minimal due to the micro introduction in Long Island.

Key Points

- First delivery date to direct accounts is November 7. An introductory allowance of $7.50 per 6M case will be available on allocated product shipped between October 31 and November 18, 1994. Field Sales count/recount is not required. This promotional payment will be deducted from invoice. (NOTE: This does not apply to promotional product such as BSGSFs shipped to accounts.)

- B1G1F and B2G1F allocations remain at Hartford Region level and will be transferred to the respective regions as necessary. Please contact the Hartford ROU for specific allocation information.

Program Contact: Mike Jacques, Hartford Region, (203) 298-8522
Sharon Reid, extension #2584

R. J. REYNOLDS TOBACCO COMPANY

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SALEM Preferred Production Allocations Outside Suffolk and Nassau Divisions

				6M Case Allocations	
Region	Division	Account Name	Account No.	SALEM Preferred 100s	SALEM Preferred Lights 100s
11xx - Boston	1126 - N. Boston	B. J. Wholesale Club	3610100	1	1
12xx - New York	1229 - Queens	Queens Tobacco & Candy	5221000	1	1
		Sanders Langsam Tob.	5988250	5	5
	1230 - C. Jersey	Plainbridge, Inc.	6523590	6	6
		Twin County Grocers	6541800	1	1
13xx - Philadelphia	1334 - S. Jersey	Joseph H. Stomel & S	6194400	1	1
15xx - Hartford	1552 - Yonkers	The Grand Union	9671960	1	1
	1524 - Providence	Mark Steven Svc. Mer.	6173000	1	1
	1528 - Hartford	First National Super.	1949300	1	1
	1530 - New Haven	Bozuttos, Inc.	697800	1	1
16xx - Buffalo	1622 - Syracuse	Day's Wholesale	1779680	2	2
		Rite-Aid Rome Dist.	5436300	1	1
	1624 - Rochester	McLane Northeast	3758780	1	1
		Mark Steven Service	6173200	2	2
	1626 - Buffalo	Tripifoods, Inc.	6499200	2	2
		Milhem Attea & Bros.	260400	5	5
68xx - Cincinnati	6838 - Indianapolis	HSI, Inc.	6497400	1	1

Product Information

	UPC	Length (in)	Width (in)	Height (in)	Cube (ft.)	Weight
FF 100						
Case (6M)	12300 21677	20.5625	11.0625	11.1250	1.464	21.0 lbs.
Carton	12300 21676	10.6250	1.7813	4.0313	.044	10.13 oz.
Pack	12300 21675	2.0625	0.8438	4.0000	.004	0.933 oz.
LT 100						
Case (6M)	12300 21680	20.5625	11.0625	11.1250	1.464	21.0 lbs.
Carton	12300 21679	10.6250	1.7813	4.0313	.044	10.13 oz.

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Pack	12300 21678	2.0625	0.8438	4.0000	.004	0.933 oz.

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R J Reynolds

WE WORK FOR SMOKERS

SALEM PREFERRED
Micro-Introduction

November 21, 1994

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CONFIDENTIAL

(To be Copied for RJRT Full-Time Sales Personnel Only)

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

Schedule of Events

DTS Date: November 21, 1994

Sales Meeting w/Managers	10/20/94
Sales Meeting w/Reps	10/21/94
Sales Samples to DM's & CAM's (1-6M case each style)	10/21/94
Sell Sheets for Reps	10/21/94
Introductory Product Allocations to Direct Accounts in BPE for ROU	10/24/94
Pre-Selling Begins	10/24/94
Live Product to Public Warehouses	10/25/94
Live Product to Direct Accounts	11/7/94 (or sooner)
B1G1F 1st Ship Date to Direct Accounts	11/14/94
B2G1F 1st Ship Date to Direct Accounts	11/28/94

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SGR\95:lc 10/27/94

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

B1G1F Promotion

Promotion #402277 SALEM Preferred FF 100's & Lights 100's
DTS: 11/21/94

HH/Poqet Reporting: SAL Pref B1G1F (Report # Units Placed)
SAL Pref Pk D - Rate $3.00

SIS Dates: 10/24/94 -12/31/95
Allocations Available for Viewing in BPE by ROU: 10/24/94

1st Ship Date to Direct Accounts: 11/14/94
IMPORTANT: **All product must be ordered by December 9 to be assured that product is shipped within 1994 accounting period.**

Suggested Displays: Temporary Counter Display
Dump Bin Display

Suggested Load: 50% SALEM Preferred FF100's
50% SALEM Preferred Lights 100's

Product will be banded in Winston-Salem and will be shipped in 6M cases in printed cartons and stickered for identification purposes.

Point-of-Sale:

#478472	Premium Counter Display Riser Card	(1/SKU)
#478493	Dump Bin Riser/Paster	(1/SKU)
#478433	24" Pkg. Merchandiser Card	(1/SKU)

UPC Product Codes:

SALEM Preferred 100's	21954
SALEM Preferred Lt. 100's	21957

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

B2G1F Promotion

Promotion # 402272 SALEM Preferred FF100's & Lights 100's
DTS: 1/14/95

HH/Poqet Reporting: SAL Pref B2G1F (Report # Units Placed)
SAL Pref Pk D - Rate $3.00

SIS Dates: 1/2/95 - 2/24/95
Allocations Available for Viewing in BPE by ROU: 10/24/94

1st Ship Date to Direct Accounts: 11/28/94
IMPORTANT: All product must be ordered by December 9 to be assured that product is shipped within 1994 accounting period.

Suggested Display: Temporary Counter Display
Dump Bin Display

Suggested Load: 50% SALEM Preferred FF100's
50% SALEM Preferred Lights 100's

Product will be banded as a B1G1F with a mail-in insert to be filled out by the consumer for name generation purposes. The field will add live pack to the B1G1F to convert it to a B2G1F offer. (Product will be shipped in 6M cases and will be placed in printed cartons and stickered for identification purposes.)

Point-of-Sale:	#478472	Premium Counter Display Riser Card	(1/SKU)
	#478493	Dump Bin Riser/Paster	(1/SKU)
	#478433	24" Pkg. Merchandiser Card	(1/SKU)
	#478640	B2G1F Sleeve	(1000/Box)

UPC Product Codes: SALEM Preferred 100's 21958
SALEM Preferred Lt. 100's 21959

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

SALEM PREFERRED FF100'S AND SALEM PREFERRED LIGHTS 100'S Direct Account Information

- An introductory promotional payment of $7.50 per 6M case will be available on all SALEM Preferred FF 100's and SALEM Preferred Lights 100's allocated and shipped between October 31 and November 18, 1994. This promotional payment will be deducted from invoice. Credit-worthy customers will receive an additional 14 days to the regular credit terms on all allocated purchases.

- List price and terms are equal to those of current styles of SALEM.

	Carton	(6M) Case
SALEM Preferred Full Flavor 100's	$11.19	$335.70
SALEM Preferred Lights 100's	$11.19	$335.70

A customer letter will be mailed from Winston-Salem the week of October 24, 1994. Direct account allocations can be viewed in BPE as Promotion #360. This number is for viewing purposes only, not ordering. Drive periods are 410-00 domestic. Allocations were based on the direct account's purchases of SALEM 100's and SALEM Lt. 100's Soft Pack.

Retail/direct account fact sheets are scheduled to arrive in Suffolk & Nassau Divisions and CAM offices on 10/21/94.

The standard 3¼% handling allowance for B1G1Fs will apply on allocations of the B1G1F/B2G1F product.

- Handling of state tax procedures for B1G1F promotion.
  - The state cigarette excise tax is based on the rate of tax in the state where the product will be used (consistent with current procedure). Ensure state usage is specified at the time of order.
  - Local tax reimbursement must be handled by request as is currently done with all buy-some promotions. Refer to the policy and procedures manual pages C-33 and C-34.

- If you have any questions concerning direct account allocated product, please call Stephanie Fields (#7742) or Sharon Reid (#2584).

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

SALEM PREFERRED POINT-OF-SALE MATERIALS

Quantity (Each)	Item #	Description	Packing	Available in GATX
175	478430	8 Column Trans Add On	1/SKU	11/14
1,500	478433	24" Pkg Merch Card (Dbl Sided)	1/SKU	11/09
2,400	478442	Dangler (Dbl Sided)	1/SKU	11/09
5,100	478445	Wobbler	1/SKU	11/09
500	478451	Banner (3' X 6')	10/SKU	11/14 W/O
4,800	478454	Starburst Bubble	1/SKU	11/07
5,000	478460	Folded Shelf Strip	1/SKU	11/07
8,000	478463	Display Channel Strip	1/SKU	11/07
4,800	478472	Prem Counter Disp CD	1/SKU	11/07
2,400	478475	Change Mat (19½" X 15½")	25/SKU	11/14
1,700	478481	Gravity Fed 2 Wide	1/SKU	11/07
875	478484	Gravity Fed 4 Wide	1/SKU	11/07
500	478490	Grand Mount Sleeve	10/SKU	11/14 W/O
6,000	478493	Dump Bin Riser/Paster (Dbl Sided)	1/SKU	11/07
2,500	476342	One-Sheet Inserts	10/SKU	11/07
113,000	478640	B2G1F Sleeve	1000/SKU	11/21

RETAILER INCENTIVE ITEMS

2,400	478514	T-Shirts w/Sleeve Print *	50/SKU	11/14
2,500	478520	Buttons *	500/SKU	11/14

SALES REP SUPPLIES

1,000	478412	FF 100 Ctn End Labels	10/Pk	11/11
1,000	478415	Lt 100 Ctn End Labels	10/Pk	11/11
2,500	478421	FF/Lt Package Tags	10/Pk	11/11

IMPORTANT:
*** T-shirts and buttons to be distributed to only retail clerks age 21 and over.**

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SALEM PREFERRED MICRO-INTRODUCTION
NOVEMBER 21, 1994
LONG ISLAND, NY
(Suffolk, Nassau Divisions)

Display Reporting

- Gravity Fed 2 & 4 Column Displays
  HH/Poqet Reporting: SAL Pref 4-Col D Rate: $7.50
  SAL Pref 2-Col D Rate: $4.50
  SIS Dates: 10/24/94 - 3/31/95

- Distributor Promotion Coverage Program
  HH/Poqet Reporting: SAL Pref DP 2Ctn Rate: $3.50
  SAL Pref DP 4Ctn Rate: $7.00
  SIS Dates: 10/24/94 - 3/31/95

(In addition to the displays, budget dollars will be transferred to the regular Dist. Assist Funds for packing and labor expenses. Kevin Phelan, Financial Manager, will handle the transaction.)

- Temporary Displays
  HH/Poqet Reporting: SAL Pref Pack D Rate: $ 3.00
  SAL Pref 10Ctn D Rate: $15.00
  SAL Pref 20Ctn D Rate: $30.00
  SAL Pref 30Ctn D Rate: $45.00

  SIS Dates: 10/24/94 - 3/31/95

Prebooking

- SALEM Preferred Pre-Booking Allowance - $.25 Carton
  HH/Poqet Reporting: SAL Pref Pre-Bk Rate: $ .25
  SIS Dates: 10/24/94 - 12/31/94

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